



## 1401 COMMUNITY RELATIONS SPECIALIST

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### **Classification Summary**

Develop and produce professional internal and external communications of District policies, programs, and plans designed to keep administrators, employees, communities and the general public informed. Analyze public or community input and recommend strategies to meet needs, concerns, and issues. Perform other related community relations duties as required.

### **Supervisory Relationships**

Reports to the Director of Community Relations. Provides technical oversight to student interns and temporary employees or volunteers. May serve as leadperson on a project basis among other Community Relations Specialists.

### **Distinguishing Characteristics**

This classification is at the experienced level and distinguished by the requirement for professional knowledge and developed skills in journalism, public relations, and/or community relations. Positions in this classification may be assigned internal relations, external relations, or a combination of both. Creativity in identifying and prioritizing issues, developing original communications, and promoting the communications to external and internal publications or sources is a major component of the job classification.

### **Examples of Duties**

(Any one position may not include all of the duties listed nor do the listed examples include all tasks found in positions of this classification.)

1. Develop and produce professional communications such as publications, handbooks, newsletters, press releases, and guides for District staff, patrons. Consult with District staff and advise on communication strategies.
2. Develop strategies to incorporate District messages in a variety of materials and activities.
3. Plan contents and communication strategies, research and write or otherwise assign stories, edit copy, design page layouts, and oversee the production of information materials.
4. Keep the general public, including the news media, informed about the District. Write press releases, public service announcements and other informational material. Maintain an on-going and positive relationship with print and electronic media organizations, businesses, governmental agencies, and the general community.
5. Survey public needs and public perceptions of the District, analyze information, present conclusions, and assist in formulating plans to address needs and/or problems.
6. Consult with, assist, and otherwise provide professional expertise to editors of school newsletters in improving content and quality.
7. Assist or train users of the department's computers in developing, maintaining and retrieving information materials.
8. Recruit and oversee the work of student interns and volunteers.

### **Required Knowledge, Skills and Abilities**

1. Demonstrated professional journalism skills such as interviewing, developing ideas, writing, publication, and photography/graphics.
2. Knowledge of and ability to apply principles of public relations, marketing, communication research, advertising and interpersonal relations.
3. Ability to understand District policies and planning strategies; and represent such in a professional and favorable manner.
4. Understanding of communities, community organizations, and other organizations, and ability to work with diverse groups and issues to effectuate common actions.

5. Excellent interpersonal communication skills in relating to administrators, staff, students, news media, and the general public.
6. Expertise in the use of automated publishing systems and ability to learn and use desktop publishing system.

**Minimum Qualifications for Class Entry**

1. Graduation from a four year college or university in journalism, public relations, or related field.
2. Three years of experience in journalism or community relations.

**Work Environment**

Work is performed in an office setting. Incumbents may operate under stress of publication deadlines, or be exposed to hazardous chemicals in photo developing or eye strain from computer screens. May be required to attend evening meetings.